



IT'S NEW ... IT'S REFRESHING ... IT'S A PERFECT RECESS!
WHOLESALE HINTS FOR SUCCESS

Keep up the great work and ensure greater success as we "Grow the Green" throughout the Northeast! Utilize these handy Wholesale success measures to build sales momentum.

Is Parliament Menthol Lights part of the distributor's permanent product line?
Are there proper inventory levels of the Parliament Menthol Lights brand family?

- PM sales goal for the brand is a .5% share.
 - Inventories should reflect this after the initial sell-in and distribution period.
 - Calculate distributor inventory in the following manner:
Weekly case sales x .5% share = Parliament Menthol Lights Inventory
- Inventory levels for each packing should be adjusted according to the weighted sales of Kings to 100s, e.g. 75% King size and 25% 100's

Is reordering easy for the retailer?

- Establish line numbers for both packings.
- Update order books and order sheets.
- Telecall the new brand!
Remind accounts to reorder when they phone-in their orders.

Does the distributor encourage trial by its retailer community?

- Place fliers in weekly product orders.
- Place messages on weekly invoices.
- Place POS signs in the customer pick-up area, e.g., posters/signage at "Cash and Carries".

Following up on these helpful hints should ensure that Parliament Menthol Lights is established in the distribution network and should continue to contribute to category profitability.

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